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selectively polling the serial port for activity based on the result of the comparison.

- 2. (Original) A boot method according to claim 1 wherein the polling is performed if the key value does not match the predetermined security value.
- 3. (Original) A boot method according to claim 1 further comprising the step of jumping to a boot location in FLASH memory to execute instructions stored therein.
- 4. (Original) A boot method according to claim 2 further comprising the step of downloading code into internal SRAM located in the mobile device in response to a detection of serial port activity.
- 5. (Original) A boot method according to claim 4 further comprising the step of executing an instruction in the downloaded code.
- 6. (Original) A boot method according to claim 5 further comprising the step of jumping to a boot location in FLASH memory to execute boot instructions stored therein.
- 7. (Original) A boot method according to claim 1 wherein the predetermined security value is stored in a BootROM located in the mobile device.
- 8. (Original) A boot method according to claim 1 wherein the step of reading is performed in response to a reset command.
- 9. (Original) An apparatus for use in a mobile device having a serial port, comprising:
- a first internal memory means having a predetermined security value stored therein;

a second memory means having a security location for storing a key value; and

a processor in communication with the first and second memory means for comparing a key value stored in the security location to the predetermined security value, and for selectively polling the serial port for activity based on the result of the comparison.

- 10. (Original) An apparatus according to claim 9 wherein the first internal memory means comprises a Boot Read Only Memory (BootROM).
- 11. (Original) An apparatus according to claim 9 wherein the second memory means comprises a FLASH memory.
- 12. (Original) An apparatus according to claim 9 further comprising a reset means in communication with the processor for initiating a reset process.
- 13. (Original) An apparatus according to claim 9 wherein the processor compares the key value and said predetermined security value in response to initiation of a reset process.
- 14. (Original) An apparatus according to claim 9 wherein the first internal memory means is located on an ASIC.
- 15. (Original) An apparatus according to claim 9 wherein the processor is located on an ASIC.
- 16. (Original) An apparatus according to claim 9 wherein the processor comprises a microcontrol unit connected to the serial port.
- 17. (Original) An apparatus according to claim 9 wherein the processor comprises a digital signal processor connected to the second memory means.
- 18. (New) A method for bootup of a computing device, the computing device comprising a serial port and internal memory comprising FLASH memory and a BootROM memory comprising BootROM code, the method comprising the steps of:

executing instructions stored in the BootROM code to read a key value from a security location in the FLASH memory, the key value being independent of the contents of FLASH memory;

executing instructions stored in the BootROM code to compare the key value to a predetermined security value stored in the BootROM memory;

on the condition that the comparison shows a match between the key value and the predetermined security value, executing instructions stored in the BootROM code to transfer execution to instructions stored in a boot location in the FLASH memory; and

on the condition that the comparison shows a mismatch between the key value and the predetermined security value,

polling the serial port for activity,

downloading new code into internal memory through the serial port in response to a detection of serial port activity, and

transferring execution to instructions in the new code.

- 19. (New) A program product for a computing device, the program product comprising program code embodied in a program product media, the program product comprising program code operative to carry out the steps of Claim 18.
- 20. (New) An apparatus for use in a mobile device having a serial port and an internal memory comprising FLASH memory and a BootROM memory comprising BootROM code, the apparatus further comprising a processor,

the BootROM code comprising instructions executable on the processor to read a key value from a security location in the FLASH memory, the key value being independent of the contents of FLASH memory;

the BootROM code further comprising instructions executable on the processor to compare the key value to a predetermined security value stored in the BootROM memory;

the BootROM code further comprising instructions executable on the processor, on the condition that the comparison shows a match between the key value and the

predetermined security value, to transfer processor execution to instructions stored in a boot location in the FLASH memory; and

the BootROM code further comprising instructions executable on the processor, on the condition that the comparison shows a mismatch between the key value and the predetermined security value, to

poll the serial port for activity,

download new code into internal memory through the serial port in response to a detection of serial port activity, and

transfer processor execution to instructions in the new code.